

Subject: Help with BLQ-Pico BID Renewal Petition - Pico & Alvarado Los Angeles LLC

From: Veronica Hahni <veronica@lani.org>

Date: 05/01/2018 02:41 PM

To: "'arturo.chavez@lacity.org'" <arturo.chavez@lacity.org>

CC: Moises Gomez <moises@lani.org>, Rebecca <rebecca@lani.org>

Hello Arturo,

I hope this message finds you well. As you know, we are down to the wire on getting petitions signed for the BLQ BID renewal. I would like to ask for your help to get the Ross Store and adjacent businesses (aka "Pico and Alvarado Los Angeles LLC") on board before the May 4 deadline. If you would help us convey to the owners how important their support of BLQ-Pico BID Renewal is for the community we would be most appreciative. The proposed assessment of about \$250 / month is a small price to pay to keep the community's streetscape clean and open for business at this prominent location in CD1. Without BID services the business suffers and the community suffers. It should be noted that this does not constitute a new cost, it is already being paid under the existing agreement. Three years ago, as the entitlements on this project were being processed, there was no question as to whether or not ownership was supportive but unfortunately we are encountering resistance this time around. Ownership continues to rely on City and CD1 support when issues arise so it seems quite consistent that ownership should support the renewal of the BID. Would you make this call or email for us today?

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Many thanks,

Veronica

Veronica Hahni

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